Serial No. 09/966,759
Page 2 of 8

<u>IN THE CLAIMS:</u>

Please consider the claims as follows:

1.   (Previously presented) A method of delivering television programming to a plurality of subscribers using tiered video, the method comprising:

associating a first video program with a first channel;

associating a second video program with a second channel;

receiving from a respective subscriber input device a channel selection chosen by each one of the plurality of subscribers;

sending a different video program, selected at a head end via a network controller, associated with a different channel not selected by the plurality of subscribers to each television associated with the plurality of subscribers, wherein the different video program for each one of the plurality of subscribers are not the same.

2.   (Previously presented) A method of delivering television programming to a plurality of subscribers using tiered video, the method comprising:

receiving from a respective subscriber input device a channel selection for display on a respective television of each of the plurality of subscribers, wherein the channel selection chosen by each one of the plurality of subscribers is the same;

associating video programs with a plurality of channels;

sending at least one of the video programs, selected at a head end via a network controller, to the television on a different channel without regard to the channel selection, wherein the at least one of the video programs are not the same at each respective television of the plurality of subscribers.

3.   (Previously presented) The method of claim 2, wherein the video programs comprise advertisements that are targeted to the plurality of subscribers based on a respective profile associated with each one of the plurality of subscribers.

4.   (Previously presented) A method of delivering television programming to a

611539-1

Serial No. 09/966,759
Page 3 of 8

plurality of subscribers using tiered video, the method comprising:

receiving, at a respective set top terminal, a television signal;

extracting individual television programs from the signal;

associating the programs with channels available for selection by the plurality of subscribers using a respective user input device, wherein the programs are displayed on a respective television associated with each one of the plurality of subscribers;

receiving respective user information associated with each one of the plurality of subscribers;

storing the respective user information in a respective user profile;

associating an advertisement with the respective user profile;

associating the advertisement with a channel;

displaying, on the respective television, the program associated with a channel selected by the plurality of subscribers; and

displaying, on the respective television during a break in the selected program, the advertisement, wherein the advertisement is associated with a different channel than the selected program, and wherein the step of displaying the advertisement comprises:

switching the respective television to the channel associated with the advertisement;

sending the advertisement to the respective television, selected at a head end via a network controller, wherein the advertisement is not the same for each of the plurality of subscribers; and

returning the respective television to the channel associated with the selected program after sending the advertisement.

5.   (Previously presented) The method of claim 4, wherein the step of receiving respective user information comprises collecting information about viewing habits of the respective user.

6.   (Previously presented) The method of claim 4, wherein the step of receiving respective user information comprises receiving demographic information, and wherein

611539-1

the step of associating the advertisement with the respective user profile comprises using a network controller to target the advertisement to one of the plurality of subscribers based on the demographic information.

7.   (Original) The method of claim 4, wherein the step of receiving the television signal comprises receiving a television signal sent to a plurality of subscribers having different user profiles, and wherein the step of displaying the advertisement comprises displaying for each of the subscribers the advertisement associated with the subscriber's user profile, whereby different subscribers watching the same program on the same channel may view different advertisements based on their user profiles.

8.   (Previously presented) A set top terminal for use with a television delivery system that uses tiered programming to deliver video programs to subscribers, the terminal comprising:

means for receiving a television signal;

means for extracting individual programs from the signal;

means for receiving a program channel selection from a respective user input device of the subscribers;

means for sending a program associated with the selection to each respective television of the subscribers, the program being associated with a first channel; and

means for sending, to each respective television, a commercial associated with a second channel selected at a head end via a network controller, wherein the commercial is not the same on each respective television of the subscribers.

9.   (Previously presented) The terminal of claim 8, wherein the means for sending the commercial comprises means for switching the respective television from the first channel to the second channel before the commercial is displayed on the respective television, and means for returning the respective television to the program channel after the commercial is displayed.

10.   (Previously presented) The terminal of claim 9, wherein the means for switching

611539-1

Serial No. 09/966,759
Page 5 of 8

and returning comprise means for switching and returning without indicating to one of the subscribers that the respective television has changed channels.

611539-1